

Community Giving

The City was able to fulfill several funding requests from non-profit agencies and other community organizations in 2012.

- NH Drug & Alcohol \$10,500
- Meade County Sr. Citizens Association \$8,000
- Crisis Intervention \$9,000
- Sturgis Arts Council \$5,000
- Sturgis Motorcycle Museum \$8,000
- Mustang Rally Committee \$7,000
- Wild West Days/PRCA Rodeo \$1,000
- Northern Hills CASA \$4,000
- Sturgis Volunteer Fire Dept. 4th of July \$7,000
- Sturgis Area Transportation System \$14,000
- RSVP - Senior Citizens Program \$500
- Neighbor Works Dakota Home Resources \$4,500
- Sturgis Center for the Arts \$7,000
- SD 211 \$1,000
- ABC After School Program \$3,775
- Sturgis Economic Development Corp. \$100,000
- Sturgis Chamber of Commerce \$128,000

These numbers do not reflect the time and materials provided by the city staff when assisting with planning, set up/tear down and promotion of non-profit related events during the year.

Council Goals

The majority of the Council goals set for 2012 were met. Some of those goals included:

- ✓ Collaborating with area attractions & businesses to promote activities and events.
- ✓ Stabilize City finances.
- ✓ Enhance infrastructure within the City.
- ✓ Review of internal operations for greater efficiencies.

2013 goals include:

- * Enhance efficiencies in daily operations.
- * Enhance landscaping at both exits into town.
- * Continue with downtown revitalization efforts.
- * Develop an inventory of resources used for various events and track the costs related to each event.
- * Attract a younger demographic to the Rally.
- * Increase sales tax enforcement during the Rally by asking the State for more Revenue Agents.
- * Strengthen relationships with other area agencies including the Veteran's Administration, State and County.

More Information

This report is a brief summary of the year's most significant activities. More information is available on the City website and links to specific topics are listed below. If you do not have access to the internet, please call City Hall and we will be glad to provide you with printed copies of all public information.

2012 Police Department Annual Report: sturgis-sd.gov/DocumentCenter/View/3189

2012 Rally Summary: sturgis-sd.gov/DocumentCenter/View/2885

City Council on-line information: sturgis-sd.gov/index.aspx?nid=66

Monthly Newsletters: Sturgis-sd.gov/index.aspx?nid=218

City Council Agendas/Minutes and audio of Council Meetings: sturgis-sd.gov/index.aspx?NID=167

Contact Information for Mayor and Council: sturgis-sd.gov/index.aspx?nid=66

City Staff Directory: sturgis-sd.gov/directory.aspx

Main City website: www.sturgis-sd.gov

Sturgis City Hall: Phone (605)347-4422 Fax (605)347-4861



2012 ANNUAL REPORT

City Manager's Overview

Sturgis saw numerous watershed events in 2012. We completed the paving of all the City roads as well as the Woodle Field parking lot and began making major upgrades to our water system along Lazelle Street. The City also began making significant upgrades to the Community Center mechanical systems. In addition, the City hosted several very successful events and experienced a significant increase in revenues from the Sturgis Motorcycle Rally. Information about these activities as well as other accomplishments are outlined in this report.

In the past year, the City's relationship with Meade County, Meade School District, the Sturgis Chamber and Sturgis Economic Development Corp. continued to strengthen. These efforts helped to jump start the development of Aspen Grove Assisted Living, Samson Exhaust and Compass Point. In addition, this cooperation helped launch the *Downtown Strategy Task Force* which is continuing to revitalize our community's downtown area. These efforts have now been recognized by the State, resulting in Sturgis being named the 2013 Community of the Year.

The City also made significant strides in tightening its financial belt. As a result of budget cuts and responsible spending, total expenditures in the General Fund were reduced by nearly 10%. Last year marked the first time in years that the City did not end in a deficit and began restoring some of its savings. The Council has had to make difficult decisions to reduce expenditures; but in doing so, the Community's foundation has been strengthened greatly.

All of this work has been accomplished because of the tremendous staff that is devoted to serving the residents of Sturgis. City staff has taken on additional duties as the workforce has shrunk and have worked far more efficiently to reduce overtime costs. In addition, the employees have sacrificed financially to help improve the City's bottom line. The next time you see a City employee, please thank him or her for their tremendous efforts in helping to make Sturgis South Dakota's Community of the Year.

Capital Improvement Program

In 2012, the Municipal Utilities Board and the South Dakota Department of Transportation began construction work as part of the Lazelle Street Project. Phase I of the Project included new water main and service line installations under the street as well as improvements to curbs, gutters, sidewalks and traffic signals. Phase I took place along Lazelle between Nellie Street and Junction Avenue. Phase II began in March of 2013. Financing for this project is being covered from a water rate increase that took effect in 2011 and a 2.2 million dollar loan that will be paid back at 3% interest over 20 years.

In April, Moose Drive received upgrades with new guard rail and areas of new pavement.

The Public Works Department completed paving of all city streets and oversaw the paving of Woodle Field parking lot. During the same time period, a paved parking area was added at the east end of the soccer field.

A new section of the recreational trail system was completed. The trail provides a safe walking and biking area for residents in the First Avenue neighborhood and will eventually connect to the main trail system leading into downtown Sturgis.

Improvements were made to the Sly Street crossing where Public Works Crews and contractors widened the crossing and installed 79" culverts and concrete headwalls. In the past, this crossing frequently washed out following periods of heavy rain. A sidewalk and guardrail will be added in 2013.

The Vanocker Canyon Sewer Extension Project extended a Sewer line south along Vanocker Canyon road approximately 1200' to the southern boundary of the corporate limits of the City. This was done in anticipation of future development and growth for the City. The project was awarded for \$61,962.80 and was completed for \$52,400.30 resulting in a 15% savings to the City.

2012 Accomplishments

Parks Department - Efforts to minimize damage from the Mountain Pine Beetle epidemic was on the top of the list for the Parks Department. Crews focused on identifying, cutting and chunking infected trees in and around City property.

Sturgis Liquor - The Liquor Store continued to see steady growth with a 15 % increase since 2010 which was the last year at the old store location. Revenues from leasing a portion of the parking lot during the Rally brought in \$36,000 in additional lease income.

Community Center - The Community Center celebrated their 20th anniversary in June. Yearly income generated from selling day passes, showers and concessions during the Rally increased by 42% over 2011.

Last fall, the Fun and Fitness Program was successfully transitioned over to Action for the Betterment of the Community (ABC) resulting in a cost savings of \$16,000 to the City.

Public Works - In 2012, the City kicked off a City wide Recycling Program. Collection containers for cardboard, glass, plastic and aluminum were placed at the Public Works building and on the east side of I-90 at Exit 32. Recycling has proved to be very popular with 391.5 tons of recyclables worth \$124,579 collected during the year. Over 25 tons of cardboard was recycled during the Rally alone. In 2012, the City hauled 4,739.74 tons of household waste to the Belle Fourche Landfill at a cost of \$209,313.77 which is down approximately 3% from last year and is attributed to our recycling efforts. Overall, the four Public Works budgets consisting of Buildings, Streets, Sanitation and Wastewater all ended the year well below budget and, as a whole, the efforts of staff to reduce spending accounted for significant savings for the City. The following Budgets accounted for a savings to the City in the amount of \$446,764.98. Buildings: -7% Streets: -17% Sanitation: - 49% Wastewater: -34%

Sturgis Public Library - A book pick-up and return location was set up in Summerset; podcasts of History at High Noon and other special programs were added to the library blog. In June, children were taken on a flight through the universe with the Digitarium Experience at the Auditorium and the Smithsonian Institute's New Harmonies Exhibit helped library patrons explore the roots of American music.

Police - The Sturgis Police Department had an eventful year responding to a total of 6,741 calls (up 2.8% from 2011) and making 3,109 traffic stops. As a result, 2,496 individuals were arrested and/or cited.

The top three major crimes reported were:
Thefts = 100 (up 9%) Assaults = 36 (down 37%) Vandalisms = 101 (up 94%).

During the year, the Police Department worked closely with the Meade School District to update Emergency Response Plans for all the schools in the Sturgis community.

Ambulance - The Ambulance Service serves the residents of Sturgis as well as communities in western Meade County and eastern Lawrence County. Service territory also includes the I-90 corridor between exits 40 and 28. They also serve the Fort Meade Veterans' Hospital by transporting patients to and from other facilities in the hills.

In 2012, the service responded to 1,593 calls (up 600 calls in the last 3 years). In October, the Sturgis Ambulance Service was named *Emergency Medical Service of the Year* at the State EMT Conference.

The Service is a self-supported enterprise and does not rely on tax payer money.

Fire - The members of the Sturgis Volunteer Fire Department serve and protect the community of Sturgis as well as a 580 square-mile area of Meade and Lawrence Counties in South Dakota.

In 2012, the Department responded to 262 calls for service during the year, up 10% from 2011. Of the fire calls, 40% were within the City limits.

Code Enforcement - In 2012, Code Enforcement handled 431 complaints (up 39% from 2011) and issued 22 citations (up 13% from 2011) resulting in \$2,100 in fines.

Building Inspections - The following is a comparison of construction related permits issued.

Type	2011	2012
New Construction	46	49
Repairs	127	123
Deck/Porch/Patio	14	17
Fence	24	29
Re-Roof	82	43
Siding	11	17

The total number of construction related permits issued in 2012 was 426 compared to 402 in 2011. The total value placed on construction related permits in 2012 was \$8,768,396 (down 22% from those issued in 2011).

Rally & Events Department - The 72nd Rally saw visitor numbers remaining strong with 445,782 (up 7% from 2011) motorcycle enthusiasts visiting our community in 2012. 675 Temporary vendor licenses were issued generating \$262,875 in license fees and vendor fines.

Revenues from the Sponsorship and Marketing Program increased 22% from 2011 with \$289,127 collected for rental of city property, advertising sales in the official Rally magazine, and other marketing agreements. From those revenues, the City was able to donate \$13,472 to the *Sturgis Rally Charities* organization for use in the Sturgis community.

The Sturgis Volunteer Fire Department also received \$13,000 from the 10th Annual Mayor's Ride. The annual ride also earned \$4,000 for the Sturgis Police Reserves and \$250 for the National Fallen Firefighter's Foundation. The Mayor's Ride was created to be a funding source for the Sturgis Volunteer Fire Department, an organization that plays a vital role in the community all year.

The City earned approximately \$378,201 in additional City sales tax revenues during the Rally. The State realized \$433,595 in tax collections during the same time.

Over all, after expenses and donations were deducted, the City earned approximately \$399,642 from the Motorcycle Rally event.

Special Events

Each year, city departments work closely with the Sturgis Chamber of Commerce and numerous local groups to hold a variety of special events. Events in 2012 included:

- Annual Historical Volksmarch
- SD High School and PRCA Rodeos
- The Black Hills 100 Ultra Marathon
- Pen of Three
- Annual BAM celebration
- Military Appreciation Day
- Motorcycle Rally
- Black Hills Steam & Threshing Bee
- Mustang Rally
- Camero Rally
- Cannonball Race
- Harvest Festival
- Frostival Holiday Events & Light Parade

The City Council has set goals to expand the number and duration of year round events in 2013. With the addition of the Second Street Plaza it is anticipated that several new events will develop.

Communications

The City strives to provide information to our constituents in a timely and cost effective manner. The City website provided information to 102,023 unique visitors who viewed 258,146 pages of information.

Numerous public information meetings were held through out the year to discuss important topics including the Lazelle Street reconstruction, downtown revitalization efforts, the formation of a BID District and changes to vendor licensing.

A new Facebook page was developed for the Sturgis Liquor Store to inform customers of monthly specials, new products and promotions. Existing Facebook pages for the Sturgis Library, Sturgis Community Center and Sturgis Motorcycle Rally interact on a regular basis with over 136,300 users.

The Sturgis Information Publication (SIP) continues to inform residents about a variety of news, City Council issues and events. The SIP is produced on a monthly basis and is delivered via U.S. Mail or e-mail. The SIP is also posted on the City website at Sturgis-sd.gov.

Grants

In 2012, the City was awarded several grants including the following:

- A highway safety grant for \$14,257.98 was used to purchase in-car camera systems and new radar units for the Police Department. The Department also received a Drug Free Community grant that provided \$17,000 to be used for officer salaries for additional DUI check points, alcohol compliance checks and saturation patrols.
- The SD Municipal League – Workers Comp Fund awarded \$1,625 to purchase new safety equipment.
- The Library received \$500 from the SD Arts Council for the Artist Residency Summer Program.
- South Dakota Broadband grant for IT upgrades in the amount of \$10,262.
- Starline Park grant for \$28,000 to establish a new neighborhood park that will be built in 2013.